

**TOWN OF FLORENCE
STRATEGIC PLAN REQUEST FOR PROPOSALS (RFP)
RESPONSES TO QUESTIONS**

The Town of Florence is requesting proposals from qualified consulting firms to assist in the development of a Strategic Plan. The successful candidate must have extensive strategic planning experience, including the ability to conduct all required research, coordinate and facilitate the planning process and create a strategic planning document suitable for public review and presentation. You can view the Town's website at www.florenceaz.gov to obtain a copy of the RFP or to obtain additional information on the Town and this Project.

Questions regarding this request for proposals were to be directed in writing to Mark Eckhoff, Community Development Director, at mark.eckhoff@florenceaz.gov and received no later than 4:30pm on December 9, 2015. Questions received during this time period and the Town's responses are noted below:

Is there a page limit the proposal? If so, does the page limit apply to cover letter, tabs, covers, appendices, etc.

The RFP did not set any limitations on page numbers for proposals.

How do you envision this plan relating to your existing arsenal of high-quality plans?

The successful proponent will become familiar with all existing plans, some of which are specifically noted in the RFP, and use their knowledge of these plans to better understand the direction Florence has been heading over the past decade. Undoubtedly, these plans will help build the foundation for the proposed Strategic Planning effort that the Town is undertaking.

And more specifically, where those other plans already contain economic development-related strategies and action steps, how do you envision this process relating to those specific elements? That is, do you see this process: 1) encompassing, endorsing and enacting those elements, 2) revisiting, evaluating and prioritizing those elements, or 3) only referencing past plans but not revisiting such plans as major elements to this one?

The Town is entirely open to detailed discussions on this process with the successful proponent. That said, staff believes that a potential combination of items one and two could be likely. Clearly, these existing plans will help form a substantial foundation for the Strategic Planning process, but they are more specialized plans with very precise goals, objectives and strategies. This current process will hopefully be successful in extracting critical information from these plans that will help the Town to visualize the big picture.

Posted on the Town of Florence webpage this 10th day of December, 2015.